

**Amendments to the Claims:**

This listing of claims will replace prior versions, and listings, of claims in the application.

1. (Currently amended) A user interface for use within a web browser for a business operated through a web-based storefront over a network, the user interface comprising:

a first display area ~~for presenting that provides~~ access to a plurality of control panels, the plurality of control panels providing an interface to create ~~and~~ or manage the web-based storefront for an online business engaged in commerce of at least one of goods or services; and

a second display area, visually distinguished from and concurrently displayed with the first display area, ~~for providing that provides~~ information associated with the commerce involving the web-based storefront.

2. (Currently amended) The user interface of claim 1, further comprising a third display area, visually distinct from and concurrently displayed with the first display area and the second display area, ~~for presenting that provides~~ a plurality of advertising services for use in promoting the web-based storefront.

3. (Currently amended) The user interface of claim 1, wherein the first display area further comprises a plurality of modules, each module ~~including~~ providing access to at least one of the control panels in the plurality of control panels.

4. (Currently amended) The user interface of claim 3, wherein ~~the a module comprises~~ in the plurality of modules provides access to a store management related control panel.

5. (Currently amended) The user interface of claim 3, wherein ~~the a module comprises~~ in the plurality of modules provides access to a web hosting related control panel.

6. (Currently amended) The user interface of claim 3, wherein ~~the module comprises one from a group consisting of a module in the plurality of modules provides access to a domain management and~~ related control panel or a mail services service.

7. (Original) The user interface of claim 1, wherein the second display area displays information relating to the business in substantially real time.

8. (Currently amended) The user interface of claim 7, wherein the information displayed in substantially real time comprises one selected from a the group consisting of a number of page views, sales data, search data, a click trails trail, and inventory data.

9. (Currently amended) The user interface of claim 7, wherein the ~~second display area for providing the information further comprises displaying the information~~ is displayed in graphical form in the second display area.

10. (Currently amended) The user interface of claim 7, wherein the ~~second display area for providing the information further comprises displaying the information~~ is displayed in streaming text form in the second display area.

11. (Currently amended) A method for controlling a business operated through a web-based storefront over a network, the method comprising:

presenting a first display area ~~to provide~~ that provides access to a plurality of control panels, the plurality of control panels providing an interface to create ~~and~~ or manage the web-based storefront for an online business engaged in commerce of at least one of goods or services; and

presenting a second display area, visually distinguished from and concurrently displayed with the first display area, to provide information associated with the commerce ~~involving the web-based storefront~~ of said at least one of goods or services.

12. (Currently amended) The method of claim 11, further comprising:

presenting a third display area, visually distinct from and concurrently displayed with the first display area and the second display area, ~~to present~~ the third display area presenting a plurality of advertising services for use in promoting the web-based storefront.

13. (Currently amended) The method of claim 11, wherein the first display area further comprises ~~presenting~~:

a plurality of modules, each module including access to at least one of the control panels in the plurality of control panels.

14. (Currently amended) The method of claim 13, wherein a module ~~of~~ in the plurality of modules comprises one selected from a the group consisting of store management, web hosting, domain management, and a mail services service.

15. (Currently amended) The method of claim 11, wherein the second display area further ~~comprises presenting~~ presents information relating to the business in substantially real time.

16. (Currently amended) The method of claim 15, wherein the information presented in substantially real time comprises one selected from a the group consisting of a number of page views, sales data, search data, a click trails trail, and inventory data.

17. (Currently amended) The method of claim 16, wherein the second display area ~~for providing the information further comprises displaying~~ displays the information in a form of one selected from a the group consisting of graphical and streaming text.

18. (Currently amended) A system ~~to provide~~ for providing a control mechanisms mechanism for a business operated through a web-based storefront over a network, the system comprising:

a means for presenting a first display area ~~to provide~~ that provides access to a plurality of control panels, the plurality of control panels providing an interface to create ~~and or~~ manage the web-based storefront for an online business engaged in commerce of at least one of goods or services; and

a means for presenting a second display area, visually distinguished from and concurrently displayed with the first display area, to provide information associated with the commerce involving the web-based storefront.

19. (Currently amended) The system of claim 18, further comprising [[a]] means for presenting a third display area, visually distinct from and concurrently displayed with the

first display area and the second display area, to present a plurality of advertising services for use in promoting the web-based storefront.

20. (Currently amended) The system of claim 18, wherein the means for presenting the first display area further comprises ~~[[a]]~~ means for presenting a plurality of modules in the first display area, each module including access to at least one of the control panels in the plurality of control panels.

21. (Currently amended) The system of claim 20, wherein a module ~~of~~ in the plurality of modules comprises one selected from a the group consisting of store management, web hosting, domain management, and a mail services service.

22. (Original) The system of claim 18, wherein the means for presenting the second display area further comprises a means for presenting information relating to the business in substantially real time.

23. (Currently amended) The system of claim 22, wherein the information presented in substantially real time comprises one from a the group consisting of a page views-view, sales data, search data, a click ~~trails~~ trail, and inventory data.

24. (Currently amended) The ~~method~~ system of claim 23, wherein the means for presenting the second display area presents the information in a form of one selected from a the group consisting of graphical and streaming text.

25. (Currently amended) A user interface for use within a web browser for a business operated through a web-based storefront over a network, the user interface comprising:

a first layer ~~configured to further comprise~~, comprising:

a first display area that provides access ~~for presenting access~~ to a plurality of control panels, the plurality of control panels providing an interface to create ~~and~~ or manage the web-based storefront for an online business engaged in commerce of at least one of goods or services,

a second display area, visually distinguished from and concurrently displayed with the first display area, the second display area ~~for~~ providing information associated with the commerce involving the web-based storefront; and

a second layer comprising a first control panel ~~of in~~ the plurality of control panels, the first control panel ~~associated with a business function and~~ configured to allow manipulation of ~~the a~~ business function of said web-based storefront.

26. (Currently amended) The user interface of claim 25, wherein the first layer further comprises a third display area, visually distinct from and concurrently displayed with the first display area and the second display area, ~~to present~~ wherein the third layer is configured to provide a plurality of advertising services for use in promoting the web-based storefront.

27. (Currently amended) The user interface of claim 25, wherein the second display area presents information relating to a business function of the web-based storefront in a form of one selected from a the group consisting of graphical, streaming text, pictorial, and tabular.

28. (Currently amended) The user interface of claim 25, wherein the first control panel provides access to the business function of one selected from a the group consisting of store management, web hosting, domain management, and a mail services service.

29. (Original) The user interface of claim 28, wherein the control panel further comprises an input selection mechanism configured to communicatively couple with a back end relating to the business function associated with the control panel.

30. (New) A computer program product for use in conjunction with a computer system, the computer program product comprising a computer readable storage medium and a computer program mechanism embedded therein, the computer program mechanism comprising:

a user interface module for encoding a user interface for use within a web browser for a business operated through a web-based storefront over a network, the user interface module comprising:

instructions for encoding a first display area, wherein the first display area provides access to a plurality of control panels, the plurality of control panels providing an interface to create or manage the web-based storefront for an online business engaged in commerce of at least one of goods or services; and

instructions for encoding a second display area, visually distinguished from and concurrently displayed with the first display area, the second display area for providing information associated with commerce involving the web-based storefront.

31. (New) The computer program product of claim 30 wherein the first display area and the second display area are displayed on the display of a remote computer.

32. (New) The computer program product of claim 31 wherein the remote computer is associated with a business and runs said web browser.

33. (New) A computer program product for use in conjunction with a computer system, the computer program product comprising a computer readable storage medium and a computer program mechanism embedded therein, the computer program mechanism comprising:

a user interface module for encoding a user interface for use within a web browser for a business operated through a web-based storefront over a network, the user interface module comprising:

instructions for encoding a first layer, the first layer comprising:

a first display area that provides access to a plurality of control panels, the plurality of control panels providing an interface to create or manage the web-based storefront for an online business engaged in commerce of at least one of goods or services; and

a second display area, visually distinguished from and concurrently displayed with the first display area, the second display area providing information associated with commerce involving the web-based storefront; and

instructions for encoding a second layer, the second layer comprising a first control panel in the plurality of control panels, the first control panel configured to allow manipulation of a business function.

34. (New) The computer program product of claim 33 wherein the first layer and the second layer are displayed on a display of a remote computer.

35. (New) The computer program product of claim 34 wherein the remote computer is associated with a business and runs said web browser.

36. (New) A first computer for a business operated through a web-based storefront over a network, the first computer comprising:

- a central processing unit;
- a memory, coupled to the central processing unit, the memory storing a software module, the software module comprising:
  - instructions for constructing a first display area, the first display area for presenting access to a plurality of control panels, the plurality of control panels providing an interface to create or manage the web-based storefront for an online business engaged in commerce of at least one of goods or services; and
  - instructions for constructing a second display area, visually distinguished from and concurrently displayed with the first display area, the second display area for providing information associated with the commerce involving the web-based storefront.

37. (New) The first computer of claim 36 wherein the first display area and the second display area are displayed on a display on a second computer that is accessible to the first computer over the Internet.

38. (New) The first computer of claim 37 wherein the second computer is associated with a business and wherein said second computer runs a web browser in which said first display area and said second display area are displayed.

39. (New) A first computer for providing a user interface for use within a web browser for a business operated through a web-based storefront over a network, the first computer comprising:

- a central processing unit;
- a memory, coupled to the central processing unit, the memory storing:
  - instructions for encoding a first layer of the user interface, the first layer comprising:

a first display area that provides access to a plurality of control panels, the plurality of control panels providing an interface to create or manage the web-based storefront for an online business engaged in commerce of at least one of goods or services; and

a second display area, visually distinguished from and concurrently displayed with the first display area, the second display area providing information associated with commerce involving the web-based storefront; and

instructions for encoding a second layer of the user interface, the second layer comprising a first control panel in the plurality of control panels, the first control panel configured to allow manipulation of a business function.

40. (New) The first computer of claim 39 wherein the first layer and the second layer are displayed on a display of a second computer that is accessible to the first computer over the Internet.

41. (New) The first computer of claim 40 wherein the second computer is associated with a business and runs said web browser.